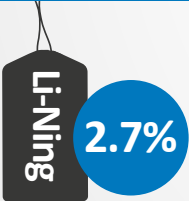


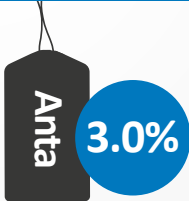
Domestic Sports Footwear Brands Gained Market Share

In February 2021, Chinese consumers purchased more domestic sports footwear brands than usual. This may be attributed to the number of domestic brands launching products with improved design, style, and cushioning technology. Total market share of domestic brands reached 37% in e-commerce. Li-Ning Company Limited, Anta Sports Products Limited, Peak Sport Products, and 361 Degrees International Limited are among the brands that have grown their appeal among sports footwear consumers. **Here is a closer look.**

Domestic brands gained more share in the high-end market



Li-Ning's share in the 800-1000 RMB price band reached 2.7% in February compared to its 0.9% monthly average from April to December 2020.



Anta's share in the 800-1000 RMB price band reached 3.0% in February compared to its 0.5% monthly average from April to December 2020.

Sports leisure footwear is becoming more popular

The sports leisure category captured 65% share of sports footwear in February 2021 vs. an average of 59% in April – December 2020.



The outdoor category declined to 1.3% share of total sports footwear in February, likely because consumers focused on family activities rather than shopping during the Chinese New Year holiday.



Gender-neutral products are growing fast

More brands launched gender-neutral products in February to adapt to strong demand among female consumers.

Source: The NPD Group/China Sports Footwear E-commerce Tracker, April 2020 – February 2021



If you have questions, or if we can support your business in any way, please contact Suzy Wang at +86 (21) 62753222 ext. 308 or email suzy.wang@npd.com.

